



**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

www.thebostonchannel.com

Billing Address:

**Media Strategies - VA**  
**Attention: Chris Vail**  
**9990 Lee Highway/#210**  
**Fairfax, VA 22030**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
925392-1	07/01/12	July 2012	06/25/12 - 06/27/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Warren/D/Senate	6/25-6/27	

Flight Dates	Order #	Alt Order #
06/25/12 - 06/27/12	925392	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	06/25/12	06/27/12	5a Eyeopener	5-6a	111----	:30	3	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 111---- 3 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 5:38 AM 5a Eyeopener 5-6a :30 EW12-106 \$700.00 NM 2 WCVB Tu 06/26/12 5:28 AM 5a Eyeopener 5-6a :30 EW12-106 \$700.00 NM 3 WCVB W 06/27/12 5:29 AM 5a Eyeopener 5-6a :30 EW12-106 \$700.00 NM									
2	06/25/12	06/27/12	6a Eyeopener	558-7a	111----	:30	3	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 111---- 3 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 6:28 AM 6a Eyeopener 558-7a :30 EW12-106 \$1,300.00 NM 2 WCVB Tu 06/26/12 6:39 AM 6a Eyeopener 558-7a :30 EW12-106 \$1,300.00 NM 3 WCVB W 06/27/12 5:59 AM 6a Eyeopener 558-7a :30 EW12-106 \$1,300.00 NM									
3	06/25/12	06/27/12	Good Morning America	658-9a	-11----	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -11---- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/26/12 7:59 AM Good Morning America 658-9a :30 EW12-106 \$1,800.00 NM 2 WCVB W 06/27/12 7:59 AM Good Morning America 658-9a :30 EW12-106 \$1,800.00 NM									
4	06/25/12	06/27/12	REGIS AND KELLY DAY 9A-10A		1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 9:30 AM REGIS AND KELLY DAY 9A-10A :30 EW12-106 \$500.00 NM									
5	06/25/12	06/27/12	The View	1058-12n	--1----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 --1---- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 06/27/12 11:36 AM The View 1058-12n :30 EW12-106 \$600.00 NM									
6	06/25/12	06/27/12	Midday News	1158a-1230p	-1-----	:30	1	\$400.00	NM



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Advertiser	Product	Estimate Number	
Warren/D/Senate	6/25-6/27		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 - 1----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/26/12 12:27 PM Midday News 1158a-1230p :30 EW12- 106 \$400.00 NM									
7	06/25/12	06/27/12	ELLEN EF	4P-5P	1- 1----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 1- 1----- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 4:39 PM ELLEN EF 4P-5P :30 EW12- 106 \$800.00 NM 2 WCVB W 06/27/12 4:23 PM ELLEN EF 4P-5P :30 EW12- 106 \$800.00 NM									
8	06/25/12	06/27/12	Newscenter 5 at 5	5-6p	111----	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 111----- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 5:42 PM Newscenter 5 at 5 5-6p :30 EW12- 106 \$1,000.00 NM 2 WCVB Tu 06/26/12 5:25 PM Newscenter 5 at 5 5-6p :30 EW12- 106 \$1,000.00 NM 3 WCVB W 06/27/12 5:23 PM Newscenter 5 at 5 5-6p :30 EW12- 106 \$1,000.00 NM									
9	06/25/12	06/27/12	Newscenter 5 at 6	6-630p	111----	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 111----- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 6:23 PM Newscenter 5 at 6 6-630p :30 EW12- 106 \$2,000.00 NM 2 WCVB Tu 06/26/12 6:24 PM Newscenter 5 at 6 6-630p :30 EW12- 106 \$2,000.00 NM 3 WCVB W 06/27/12 6:25 PM Newscenter 5 at 6 6-630p :30 EW12- 106 \$2,000.00 NM									
10	06/25/12	06/27/12	M-F Inside Edition	658-730p	-- 1----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -- 1----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 06/27/12 7:12 PM M-F Inside Edition 658-730p :30 EW12- 106 \$1,300.00 NM									
11	06/25/12	06/27/12	Chronicle	728-8p	- 1-----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 - 1----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 06/26/12 7:54 PM Chronicle 728-8p :30 EW12- 106 \$1,300.00 NM									
12	06/25/12	06/27/12	Bachelorette	Prime Other	M-----	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 M----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 9:19 PM Bachelorette Prime Other :30 EW12- 106 \$5,000.00 NM									
13	06/25/12	06/27/12	Newscenter 5 at 11	11-1130p	111----	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 111----- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 06/25/12 11:15 PM Newscenter 5 at 11 11-1130p :30 EW12- 106 \$2,500.00 NM 2 WCVB Tu 06/26/12 11:12 PM Newscenter 5 at 11 11-1130p :30 EW12- 106 \$2,500.00 NM 3 WCVB W 06/27/12 11:23 PM Newscenter 5 at 11 11-1130p :30 EW12- 106 \$2,500.00 NM									



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Advertiser	Product	Estimate Number	
Warren/D/Senate	6/25-6/27		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	06/25/12	06/27/12	Nightline	1135p-1206a	- 1 - - - - -	:30	1	\$800.00	NM
<div>Weeks:    <u>Start Date</u>    <u>End Date</u>    <u>MTWTFSS</u>    <u>Spots/Week</u>    <u>Rate</u>                  06/25/12    07/01/12    - 1 - - - - -                   1                   \$800.00</div>									
<div>Spots: #   Ch    Day   Air Date    Air Time   Description                   <u>Start/End Time</u>                   <u>Length</u>   <u>Ad-ID</u>                   <u>Rate</u>   <u>Type</u></div>									
<div>                 1   WCVB   Tu    06/26/12    11:54 PM   Nightline                   1135p-1206a                   :30   EW12-106                   \$800.00    NM</div>									
<u>Total Spots</u>							26		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$37,600.00</b>
<u>Agency Commission</u>	<b>\$5,640.00</b>
<u>Net Amount Due</u>	<b>\$31,960.00</b>